



Downtown Center Business Improvement District

BOARD OF DIRECTORS MEETING MINUTES January 5, 2011

Board of Directors

Eric Bender, Robert Cushman, Kathy Faulk, Joseph Flueckiger, Frank Frallicciardi (via conference call), Robert Hanasab, Kent Handleman (via conference call), Anne Peaks, Carol E. Schatz, Patrick Spillane, Daniel B. Swartz (via conference call), Susann Ventzke, Cari Wolk, Peter Zen

Absent

Sonny Astani, Barbara Bundy, David Damus, Steve Hathaway, Sandy Nam, Peklar Pilavjian, Colin Shepherd, Cindy Troesh, Josh Wrobel

Staff

Hal Bastian, Karen Boyle, Gennia Cui, Jacob Holloway, Connie Hwang, Aleeza Miller, Ken Nakano, Alexander Stettinski

CALL TO ORDER

Spillane called the meeting to order at 8:10 a.m. with a quorum.

APPROVAL OF MINUTES

A motion was made, seconded, and approved to accept the minutes from the Board meeting on November 3, 2010.

PROPERTY OWNER/PUBLIC COMMENT PERIOD ON AGENDA ITEMS

Spillane opened the meeting to the public for comments, in which there were none.

RE-ELECTION OF BOARD MEMBERS

After discussion about attendance requirements of Board members or their alternates, a motion was made, seconded, and approved to re-elect the DCBID Board of Directors:

SONNY ASTANI
ERIC BENDER
BARBARA BUNDY
ROBERT CUSHMAN
DAVID DAMUS

KENT HANDLEMAN
STEVEN HATHAWAY
SANDY NAM
ANNE PEAKS
PEKLAR PILAVJIAN

DAN SWARTZ
CINDY TROESH
SUSANN VENTZKE
CARI WOLK
JOSH WROBEL

KATHY FAULK
FRANK FRALLICCIARDI
ROBERT HANASAB

CAROL SCHATZ
COLIN SHEPHERD
PATRICK SPILLANE

PETER ZEN

ELECTION OF NEW BOARD MEMBER

Schatz introduced the nominee for the DCBID Board:

JOSEPH FLUECKIGER, DOWNTOWN RESIDENT

A motion was made, seconded, and approved to elect Joseph Flueckiger to the DCBID Board.

ELECTION OF NEW BOARD MEMBER

A motion was made, seconded, and approved to re-elect the DCBID Executive Officers:

PATRICK SPILLANE	CHAIR
BARBARA BUNDY	IMMEDIATE PAST CHAIR (NO VOTE NECESSARY)
KATHY FAULK	TREASURER
DAVID DAMUS	SECRETARY
ANNE PEAKS	EXECUTIVE VICE PRESIDENT
PEKLAR PILAVJIAN	EXECUTIVE VICE PRESIDENT
DAN SWARTZ	EXECUTIVE VICE PRESIDENT

PRESIDENT'S REPORT

Schatz wished the Board a happy new year, and thanked the Board, especially Spillane and Faulk, and the staff for their support. Schatz then introduced Karen Boyle, who is the Interim Director of Finance and Administration for the DCBID.

Schatz reported:

The 8th Annual Fall Program & Tour was very successful, with almost 300 attendees, many of whom remained through the end of the program.

The Holidays in Downtown LA campaign was recently completed, and although official statistics of campaign's success are still pending, many businesses did note an increase in traffic during the campaign. During the campaign, the website received almost 50,000 visitors, which is an increase of 20% from the same time one year ago.

The Downtown Demographic Survey is in the process of being finalized. The survey is the most effective marketing tool for Downtown.

The LA Art Show will be held on January 19-23 at the Convention Center. Schatz encouraged the Board members to attend and show their support for the Convention Center as the new venue.

dineLA is scheduled for January 23-28 and January 30-February 4. We are promoting it on our website.

We are continuing aggressive outreach for 7th Street retail recruitment, although it is difficult in this economy. Schatz hopes that the announcement of Target coming to 7th+FIG will be an additional draw.

The LAPD Holiday Deployment was very effective and appreciated. Nakano will go into further detail in his report.

Metro eliminated the 5th & Flower Metro Station from its plans for the Regional Connector with very little notice. Advocacy was done to keep the station as an option, but was not successful. In the meantime, we are hoping that the portals to the remaining stations will be moved as closely to 5th & Flower as possible, to make up for the elimination of the station.

At the International Downtown Association (IDA) conference in Fort Worth, Downtowns across the country agreed that all will benefit if we organize for an advocacy effort to try to get more federal dollars for transportation improvements. The large Business Improvement Districts agreed to contribute \$5,000 towards this advocacy effort. Schatz also noted that this advocacy presence is especially important because of the lack of support for the Regional Connector, due to the focus on the Subway to the Sea. Schatz requested the Board to approve the \$5,000 contribution. A motion was made, seconded, and approved to contribute \$5,000 towards hiring an advocate to represent the interests of downtown transit projects and transportation enhancements. The contribution will be made from the Administration's budget, under Consulting Services.

The renewal process will be starting shortly. The BID must be through the renewal process by July 2012 to meet the assessor's deadline. The issues to be discussed include term length, possible boundary changes, and an assessment increase. A formal presentation will be made regarding the process, timeframe, and terms of BID renewal at the next Board meeting on March 2, 2011.

COMMITTEE REPORTS (abbreviated due to presentation)

FINANCE

Schatz provided a summary of the 2011 Annual Planning Report, which includes a summation of the programs provided, a map of the boundaries, how the assessment dollars are spent, and a general overview of the DCBID budget. A motion was made, seconded, and approved to accept the 2011 Planning Report, which will be submitted to the Office of the City Clerk.

A motion to approve the September 30, 2010, October 31, 2010, and November 30, 2010 financial statements was made, seconded, and approved.

OPERATIONS

Nakano reported:

The reason for the large percentage increase in felonies is due to the small total number of incidents (from four incidents in September to nine incidents in November).

The Holiday Deployment was very successful and resulted in two arrests. Several quality of life issues were also addressed during this deployment. A full analysis of the success of this deployment will be presented at the next Board meeting.

Theft remains a big concern, especially at Rite Aid, Macy's and the public library. Jewelry store thefts are also a concern, although suspects have been apprehended.

The two new vehicles approved by the Board at the last meeting will be deployed by the end of next week.

The DCBID is working with LAHSA and its Emergency Response Team to give service options to the chronically homeless.

Peaks commended the Operations staff for its effectiveness and its excellent rapport and partnership with the LAPD.

Schatz helped organize a meeting with Speaker John Perez, Secretary Matthew Cate, Councilmember Jan Perry, and representatives from the City Attorney's Office, the Los Angeles Police Department, and various Business Improvement Districts in Downtown, to discuss the effect that the release of parolees in Skid Row has on Downtown and the city as a whole.

MARKETING

Stettinski reported:

The 2010 Holiday Top Ten campaign was very successful, and final statistics are being prepared.

The Downtown Guides have been very busy passing out collateral. The print volume for the directory will now be increased to 300,000.

A "Shopping Trek" has been developed with a the Scavenger app for unique shopping experiences. In order to receive the reward, the user must fulfill the challenge. Once the user completes all eight challenges, the user is entered in a drawing for a 2-night stay at the Millennium Biltmore Hotel, along with tea and dinner for two.

The planning process has started for the Valentine's Day campaign, entitled "5 Ways to Fall in Love with Downtown on Valentine's Day."

The DCBID will be partnering with LA Inc. to the upcoming dineLA campaign and to promote the participating Downtown restaurants.

ECONOMIC DEVELOPMENT

Bastian reported:

7th Street retail recruitment is ongoing, as Schatz indicated in her report.

The Halloween Party for Downtown LA Kids attracted the largest number of people to date. Ralphs Fresh Fare donated all food and beverages, and their generosity and community support will be highlighted in the next newsletter.

The Downtown Demographic Survey had a great response from residents and workers the last time, and efforts will be made to get more feedback from visitors as well. AEG will also help promote the survey, which will be published and released in April.

Housing tours continue to be oversubscribed and standing room only.

After two years of efforts from Justin Weiss, and procurement of a potential tenant, the Department of Recreation & Parks demanded a living wage, which led to the prospect withdrawing its bid.

The NBA All-Star game will be held in Los Angeles this year, and we are assisting the NBA and LA INC with community outreach and event planning.

We are also working on preventing disruption to local businesses during the next CicLAvia and Red Bull Soap Box Derby events.

The Photo Library project is in process. Ed Tan from MPG Office Trust is the artistic director.

OLD BUSINESS

A request was made for an update on the Historic Downtown BID (HDBID) contract. The HDBID wants to enter negotiation for a new contract, and more information will be obtained shortly.

A request was made for an update on Art Walk. Nakano will be meeting with the new director of Art Walk on Friday, and will provide updated information in his next report.

NEW BUSINESS

No new business was brought up.

ADJOURNMENT

The meeting was adjourned at 9:23 a.m.